Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Message Text

UNCLASSIFIED

PAGE 01 ROME 10468 01 OF 02 301839Z

53
ACTION CU-05

INFO OCT-01 EUR-06 ISO-00 /012 W
---------- 041395
R 301618Z JUL 74
FM AMEMBASSY ROME
TO USIA WASHDC
INFO SECSTATE WASHDC 6187

UNCLAS SECTION 1 OF 2 ROME 10468

USIAC

E.O. 11652: N/A
SUBJ: RAI STUDY TRIP TO NEW YORK AND WASHINGTON

FOR IWE/SABLOSKY

SECSTATE FOR CU/WE

REF: ROME 10376/C

1. FOLLOWING SUCCESSFUL SEMINAR WITH AMERICAN PARTICIPANTS IN ROME LAST JANUARY CO-SPONSORED BY USIS AND RAI (ITALIAN RADIO AND TELEVISION) AND SUBSEQUENT DISCUSSIONS WITH RAI EXECUTIVES ON THE POSSIBILITIES OF OTHER COOPERATIVE PROGRAMS, POST PROPOSES, WITH RAI CONCURRENCE, AGENCY AND CU ARRANGE CONFERENCE PROGRAM FOR APPROXIMATELY 12 KEY RAI PERSONNEL IN NEW YORK AND WASHINGTON TO MEET WITH NETWORK COUNTERPARTS, ACADEMIC SPECIALISTS AND USG OFFICIALS TO CONSIDER "THE INFLUENCE OF TELEVISION ON THE FAMILY." PROGRAM TO LAST APPROXIMATELY TWO WEEKS BEGUNNING ABOUT OCTOBER 26.

2. RAI WILL FINANCE TRANSPORTATION ROME-NEW YORK AND RETURN. IT IS HOPED THAT AGENCY/CU CAN PROVIDE PROJECT COORDINATION AND ARRANGE MAINTENANCE AND INTERNAL TRANS-PORTATION OF GROUP IN U.S. THROUGH COMBINATION OF PRIVATE RESOURCES AND CU ASSISTANCE. BELIEVE NETWORKS, TV INDUSTRY ASSN., MPAA AND OTHER ORGANIZATIONS, IN SPIRIT OF FRIENDLY HOSPITALITY TOWARD ITALIAN COLLEAGUES AND COGNIZANT OF
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PAGE 02 ROME 10468 01 OF 02 301839Z

POSSIBILITY IMPROVED COMMERCIAL RELATIONSHIPS WITH RAI,

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

MIGHT WELCOME OPPORTUNITY DEDRAY MAJOR EXPENSES.

3. FOLLOWING SCHEDULE SUGGESTED AS BASIS FOR MORE DEFINITIVE PLANNING:

SATURDAY, OCTOBER 26: DEPART ROME 1:00 P.M., ARRIVE NEW YORK 6:00 P.M.

SUNDAY, OCTOBER 27: SIGHTSEEING, POSSIBLE EXCURSION OUTSIDE OF NEW YORK. WATCH PRIME-TIME TV, SIMULTANEOUS TRANSLATION, TV DINNER SERVED.

MONDAY, OCTOBER 28: 10:00 A.M.: ORGANIZATIONAL SESSION IN HOTEL OR OTHER APPROPRIATE LOCALE. 11:15 A.M.: TOUR OF MAJOR NETWORK FACILITIES. AFTERNOON: 3:00 - 6:00 WATCH AFTERNOON TELEVISION. EVENING: U.S. OR RAI (NEW YORK) HOSPITALITY.

TUESDAY, OCTOBER 29: MORNING: INTRODUCTORY LECTURES BY U.S. SICIOLOGISTS ON THE AMERICAN FAMILY AND DISCUSSION TO INCLUDE ITALIAN ATTITUDES TOWARD THE AMERICAN FAMILY. AFTER-NOON: INTRODUCTORY LECTURE BY ITALIAN SOCIOLOGISTS ON THE ITALIAN FAMILY WITH DISCUSSION TO INCLUDE AMERICAN ATTITUDES TOWARD THE ITALIAN FAMILY.

WEDNESDAY, OCTOBER 30: PROJECTION AND DISCUSSION OF SELECTED U.S. TV SHOWS BEARING ON THE FAMILY: ENTERTAINMENT, ADVERTISING, PUBLIC AFFAIRS. AFTERNOON: PROJECTION AND DISCUSSION OF ITALIAN TV SHOWS BEARING ON THE FAMILY: ENTER-TAINMENT, ADVERTISING, PUBLIC

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AFFAIRS. EVENING: OPEN.

THURSDAY, OCTOBER 31: 9:30: LECTURE AND DISCUSSION, "COMPARISON OF TV TREATMENT OF FAMILY IN U.S. AND ITALY." ITALIAN POINT OF VIEW. AFTERNOON: 2:30: LECTURE AND DISCUSSION "COMPARISON OF TV TREATMENT OF FAMILY IN U.S.

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

AND ITALY." U.S. POINT OF VIEW.
4:30 P.M. GENERAL DISCUSSION.

FRIDAY, NOVEMBER 1: DAY AS GUEST OF COLUMBIA UNIVERSITY,
DISCUSSION WITH COMMUNICATIONS
SPECIALISTS.

SATURDAY, NOVEMBER 2: MORNING: FREE. 3:00 P.M. DEPART
FOR WASHINGTON BY TRAIN, ARRIVE
WASHINGTON 7:00 P.M. EVENING
OPEN.

SUNDAY, NOVEMBER 3: SIGHTSEEING: MOUNT VERNON,
NATIONAL MONUMENTS.

MONDAY, NOVEMBER 4: OBSERVATION SOMEWHERE IN WASHINGTON
AREA OF CONGRESSIONAL CAMPAIGN,
MEET CANDIDATES.

TUESDAY, NOVEMBER 5: OBSERVATION OF VOTING PROCEDURE.
PARTY COULD BE DIVIDED, ONE GROUP
GOING TO REPUBLICAN HEADQUARTERS IN
A NEARBY CONGRESSIONAL DISTRICT, THE
OTHER TO DEMOCRATIC HEADQUARTERS.

WEDNESDAY, NOVEMBER 6: VISIT TO CORPORATION FOR PUBLIC
BROADCASTING (MR. LOOMIS).
DISCUSSION OF PUBLIC BROADCASTING
IN THE U.S., TV AND SOME RADIO;
HANDLING OF ENTERTAINMENT PROGRAMM-
ING, NEWS AND ADVERTISING. SELECTED
ETV PROGRAM TAPES. DISCUSSION
OF PUBLIC BROADCASTING AND THE
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FAMILY.

THURSDAY, NOVEMBER 7: VISIT TO WHITE HOUSE, MEETING WITH
DEAN BURCH, POSSIBLE RECEPTION AT
BLAIR HOUSE, VISIT TO STATE DEPART-
MENT, CALL ON AMBASSADOR ORTONA.

FRIDAY, NOVEMBER 8: MORNING: WRAP-UP DISCUSSION UNDER
AUSPICES OF A UNIVERSITY IN
WASHINGTON AREA. FRIDAY AFTER-
NOON: FREE. EVENING: DEPARTURE.

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Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

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4. RAI GROUP WILL BE ACCOMPANIED BY PROMINENT ITALIAN SOCIOLOGIST AND ITALIAN USIS EMPLOYEE VINCENZO MAZZAGLIA. SUGGEST AMERICAN PARTICIPANTS VARIOUS MEETINGS INCLUDE NETWORK AND CPB REPRESENTATIVES, MEMBERS ACADEMIC COMMUNITY AND USIA OFFICIALS AS APPROPRIATE.

5. ALTHOUGH SEVERAL PARTICIPANTS FLUENT IN ENGLISH, AS GROUP, KNOWLEDGE OF LANGUAGE NOT ADEQUATE. SUGGEST SIMULTANEOUS TRANSLATION FOR MEETINGS AND TV MONITORING SESSIONS.

6. UNLIKELY THAT PARTICIPANTS, ALL OF WHOM ARE IN VIP CATEGORY, CAN REMAIN FULL TWO WEEKS BUT NUCLEUS OF TEN FROM FOLLOWING LIST SEEMS ASSURED:

1) PROF. UMBERTO DELLE FAVE, PRESIDENT, RAI;

2) DR. ETTORE BERNABEI, DIRECTOR GENERAL, RAI;
UNCLASSIFIED

UNCLASSIFIED

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

3) PROF. LEONE PICCIONI, DEPUTY DIRECTOR GENERAL, RAI;

4) DR. FABIANO FABIANI, CENTRAL DIRECTOR, TV CULTURAL AND EDUCATIONAL PROGRAMS;

5) PROF. ANGELO ROMANO', CENTRAL DIRECTOR, TV ENTERTAINMENT PROGRAMS;

6) DR. JADER JACOBELLI, CHIEF EDITOR, TV SPECIAL POLITICAL PROGRAMS;

7) DR. WILLY DE LUCA, CHIEF EDITOR, TV NEWSCASTS;

8) DR. SERGIO ZAVOLI, DEPUTY CHIEF EDITOR, TV NEWSCASTS;

9) DR. GIUSEPPE GIACOVAZZO, TV NEWSCAST EDITORIAL BOARD; CHIEF EDITOR: ROUNDTABLE DISCUSSIONS, SEMINARS, ETC.;

10) DR. GIUSEPPE LISI, EDITOR, TV YOUTH AND CHILDREN PROGRAMS;

11) DR. FURIO COLOMBO, CHIEF EDITOR, TV CULTURAL AND SPECIAL PROGRAMS;

12) DR. BRANDO GIORDANI, DEPUTY CHIEF EDITOR, TV CULTURAL AND SPECIAL PROGRAMS;

13) DR. GIAMPIERO GAMALERI, TV EDUCATIONAL PROGRAMS;

14) DR. PAOLO CASTELLI, DEPUTY CENTRAL DIRECTOR, CENTRAL SECRETARIAT (RAI COORDINATOR THIS PROJECT);

15) DR. CARLO GAGLIARDI, DEPUTY CHIEF, DOCUMENTATION AND STUDY SERVICE, CENTRAL SECRETARIAT;

16) DR. ADRIANO ZANACCHI, DEPUTY DIRECTOR SACIS (RAI CONTROLLED ADVERTISING COMPANY);

17) DR. CARLO FUSCAGNI, OFFICE OF THE DIRECTOR GENERAL, TECHNICAL SECRETARIAT.
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7. DR. CASTELLI HAS EXPRESSED HIS INTEREST AND THAT OF SOME OTHER PARTICIPANTS IN POSSIBILITY OF BRINGING WIVES. TRANSPORTATION, OF COURSE, WOULD BE UP TO RAI BUT IT WOULD BE MOST DESIRABLE IF WAY COULD BE FOUND EXTEND BASIC HOSPI-

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

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TALITY TO WIVES.

8. APPRECIATE DIFFICULTY ESTABLISHING NECESSARY CONTACTS DURING SUMMER VACATION PERIOD BUT AGREEMENT ON GENERAL IDEA, DETERMINATION OF SUBJECT MATTER AND ARRIVAL AT CONSENSUS ON BASIC PROGRAM HAVE TAKEN CONSIDERABLE TIME. WHILE DETAILS CAN BE WORKED OUT IN SEPTEMBER, AN EARLY INDICATIONFOF WHAT CAN REASONABLY BE PLANNED WOULD BE MOST HELPFUL.

9. FURIO COLOMBO (SEE 11 ABOVE) RECENTLY IN NEW YORK AND DISCUSSED PROJECT WITH DR. RICHARD HEFFNER (HEFFNER ASSOCIATES, INC., SUITE 14C, 100 RIVERSIDE DRIVE, NEW YORK, N.Y. 10024). HEFFNER ASSOCIATED WITH MPAA AND REPORTEDLY BELIEVES SUPPORT FROM THAT ASSOCIATION WOULD BE FORTHCOMING. HEFFNER HAS BEEN STAG AND ATTENDED ROME RAI CONFERENCE. AGENCY/CU MAY WISH CONSIDER ENLIST HEFFNER AS PROJECT COORDINATOR.AMERSON

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